

<b>QP Code: D136631</b>		<b>Total Pages : 02</b>	<b>Name :</b>
		<b>Register No.</b>	
<b>FIRST SEMESTER B.VOC (CUFYVP) REGULAR EXAMINATION NOVEMBER 2025</b>			
<b>TOURISM AND HOSPITALITY MANAGEMENT</b>			
<b>THS1FS111 : IT in Tourism &amp; Hospitality Business</b>			
<b>2025 Admission</b>			
<b>Maximum Time : One and Half (1.5) Hours</b>		<b>Maximum Marks : 50</b>	
<b>Section A</b>			
<b>All Question can be answered. Each Question carries 2 marks (Ceiling : 16 Marks)</b>			
1	Define <b>Smart Tourism</b> and its significance.		
2	Name two key components of <b>IT used in hotels</b>		
3	What is the function of <b>Online Travel Agencies (OTAs)</b> ?		
4	Mention any two uses of <b>MS Excel</b> in tourism operations		
5	List any two features of <b>mobile travel apps</b>		
6	What is the role of <b>CRM software</b> in hospitality?		
7	Name any two <b>web-based tools</b> useful for tourism businesses		
8	What is the purpose of creating a <b>digital brochure</b> in tourism?		
9	State two advantages of using <b>IT in event management</b>		
10	Define <b>E-tourism</b> and give an example		
<b>Section B</b>			
<b>All Question can be answered. Each Question carries 6 marks (Ceiling : 24 Marks)</b>			
11	Explain the <b>scope and importance of IT</b> in tourism and hospitality operations		
12	Describe how <b>online reservation systems</b> are used in the travel and hospitality sector		
13	Analyze the role of <b>social media and influencer marketing</b> in tourism promotion		
14	Explain the functions of <b>MS Word and PowerPoint</b> in preparing tourism documents and presentations.		

15	Illustrate how <b>Google Workspace and email tools</b> can improve communication in a travel agency.
<b>Section C</b>	
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>	
16	Discuss in detail the <b>emerging IT trends</b> (such as AI, IoT, and AR/VR) and their potential impact on the tourism industry.
17	Develop a concept for a <b>digital tourism brochure</b> using IT tools. Highlight its key features and advantages for tourism promotion.